

## **DOT/EPA**

### ***It All Adds Up To Cleaner Air Initiative***

### **Seasonal Theme Program Materials: Spring**

### **FINAL**

## **SAMPLE NEWSLETTER STORY**

A story designed for organization newsletters, to inform external audiences about the Spring Theme Program and available materials.

---

### **Clean Air Public Education Campaign Launches Spring Theme Program**

A federal public education campaign for improved air quality and reduced traffic congestion has added new resources focused on spring themes.

The *It All Adds Up To Cleaner Air* initiative – cosponsored by the U.S. Department of Transportation and U.S. Environmental Protection Agency – now has available spring-specific public education materials.

The spring theme encourages people to maintain their cars, walk, bicycle and spread the word about these activities to others. The goal is to raise public awareness that by making a few small changes in travel choices, we can ease traffic congestion, clean the air, and have more time and less stress in our lives.

New promotional materials include:

- A flash e-mail that combines music, pictures and text to highlight the three spring-program messages that includes an easy-to-use “send to a friend” feature and instructions on how to link to it from your Web site.
- Seven print ads that link car maintenance, walking, and bicycling with the spring theme.
- Three radio scripts that link car maintenance, walking, and bicycling with the spring theme.
- A flyer with the three spring tips.
- An online quiz focused on the three spring tips, and instructions on how to add it to your Web site.

- A press release template for announcing a community's participation in the spring theme program.
- Event/activity suggestions for promoting the three spring tips during the spring months.

(NAME OF COMMUNITY/ORGANIZATION) is participating in the initiative, so keep an eye out for the messages in our outreach materials this spring. For more information on the (NAME OF COMMUNITY/ORGANIZATION) program, contact (COMMUNITY/ORGANIZATION CONTACT NAME AND PHONE NUMBER OR URL). The new seasonal information is available for download at [www.italladdsup.gov/community\\_partners/seasonal.html](http://www.italladdsup.gov/community_partners/seasonal.html).